

1/7

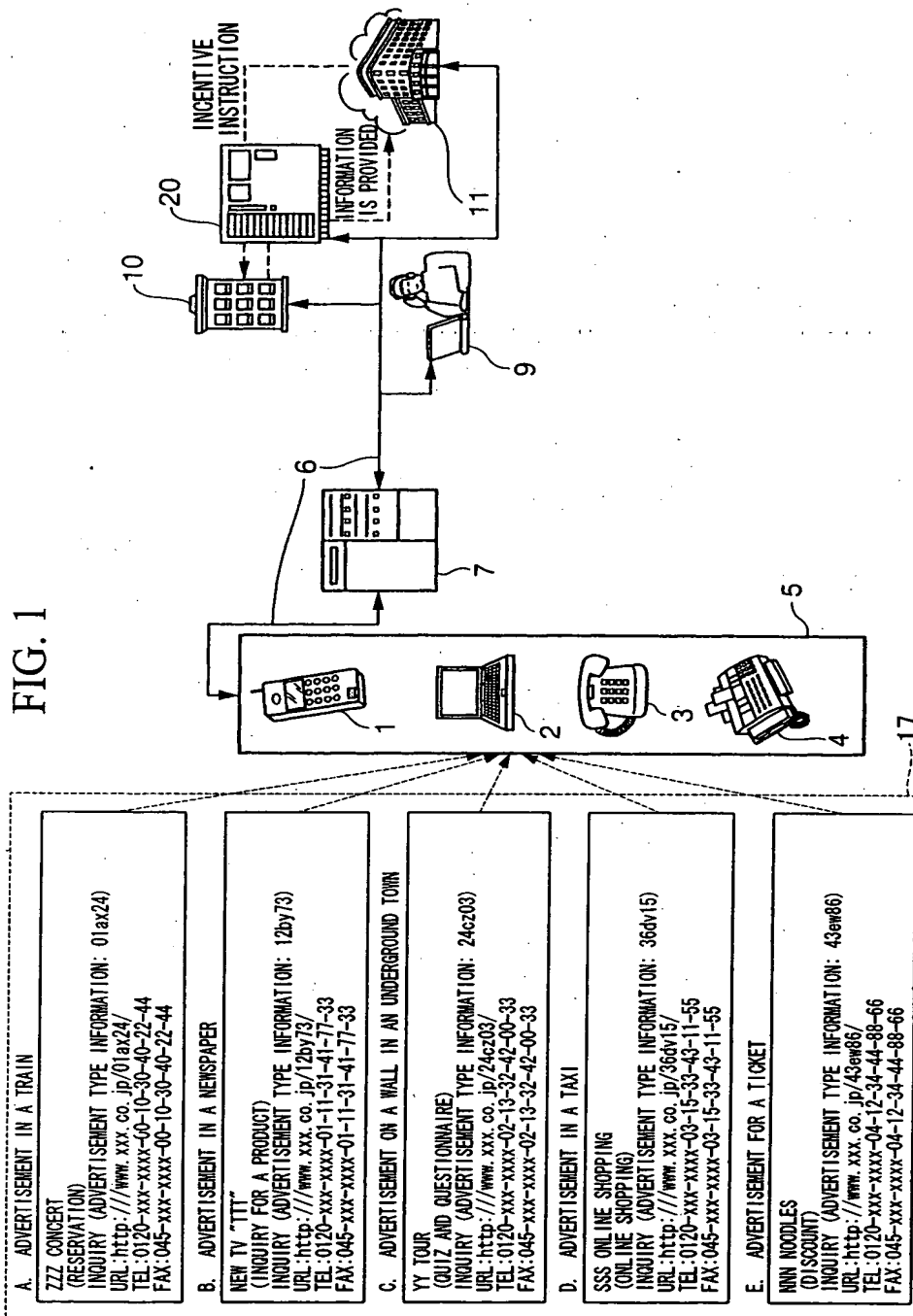


FIG. 2

8a

CONSTRUCTING TABLE OF ADVERTISEMENT TYPE INFORMATION (CONTENTS IN ADVERTISEMENT, CLIENT OF ADVERTISEMENT, ADVERTISEMENT AGENT, CONDITIONS FOR POSTING ADVERTISEMENT)

01ax24-0-ZZZ CONCERT, 1:AAA CORPORATION, a:CCC COMMUNICATION ADVERTISEMENT COMPANY, x: MEDIUM (A TRAIN), COACH NUMBER FOR POSTING ADVERTISEMENT (COACH NO. 2), 4: DATE FOR POSTING ADVERTISEMENT (JULY 4TH)

12by73-1-NEW TV "TTT", 2:EEE ELECTRONICS CORPORATION, b:DDD NEWSPAPER ADVERTISEMENT COMPANY, y:MEDIUM: NEWSPAPER B, 7: PLACE FOR POSTING ADVERTISEMENT (PAGE 7), 3: DATE FOR POSTING ADVERTISEMENT (JULY 3RD TO 9TH)

24cz03-2:YY TOUR, 4:UUU TRAVEL BUREAU, c:CCC COMMUNICATION ADVERTISEMENT COMPANY, z: MEDIUM (UNDERGROUND TOWN), 0: PLACE FOR POSTING ADVERTISEMENT (NO. 0 (ZERO)), 3: DATE FOR POSTING ADVERTISEMENT (MARCH)

36dv15-3:SSS ONLINE SHOPPING, 6:ONLINE SHOPPING, d:PPP TRANSPORTATION ADVERTISEMENT COMPANY, v: MEDIUM (D TAXI), 1: VEHICLE NUMBER FOR POSTING ADVERTISEMENT (VEHICLE NO. 1), 3: DATE FOR POSTING ADVERTISEMENT (MAY)

43ew86-4:NNN NOODLES, 3: FFF FOOD COMPANY, e: ADVERTISEMENT AGENT F (INDIVIDUAL PERSON), w: MEDIUM (ADVERTISEMENT DISTRIBUTOR E (INDIVIDUAL PERSON)), 8: PLACE FOR INTRODUCING ADVERTISEMENT (NEAR RAILWAY STATION), 6: DATE FOR INTRODUCING ADVERTISEMENT (JULY 6TH)

8b

CONSTRUCTING TABLE FOR ADVERTISEMENT TYPE INFORMATION (URL ADDRESS)

http://www.xxx.co.jp.01ax24/-0: ZZZ CONCERT (http://www.xxx.co.jp/concert/)+ADVERTISEMENT TYPE INFORMATION (01ax24)

http://www.xxx.co.jp.12by73/-1: NEW TV TTT (http://www.xxx.co.jp/tv/)+ADVERTISEMENT TYPE INFORMATION (12by73)

http://www.xxx.co.jp.24cz03/-2: YY TOUR (http://www.xxx.co.jp/ski/)+ADVERTISEMENT TYPE INFORMATION (24cz03)

http://www.xxx.co.jp.36dv15/-3: SSS ONLY SHOPPING (http://www.xxx.co.jp/tuohan/)+ADVERTISEMENT TYPE INFORMATION (36dv15)

http://www.xxx.co.jp.43ew86/-4: NNN NOODLES (http://www.xxx.co.jp/ramen/)+ADVERTISEMENT TYPE INFORMATION (43ew86)

8c

CONSTRUCTING TABLE FOR ADVERTISEMENT TYPE INFORMATION (TELEPHONE NUMBER)

0120-XXX-XXX-00-10-30-40-22-44-00: ZZZ CONCERT (0120-XXX-XXX-00)+ADVERTISEMENT TYPE INFORMATION (01ax24)

0120-XXX-XXX-01-11-31-41-71-33-01: NEW TV TTT (0120-XXX-XXX-01)+ADVERTISEMENT TYPE INFORMATION (12by73)

0120-XXX-XXX-02-13-32-42-00-33-02: YY TOUR (0120-XXX-XXX-02)+ADVERTISEMENT TYPE INFORMATION (24cz03)

0120-XXX-XXX-03-15-33-43-11-55-03: SSS ONLY SHOPPING (0120-XXX-XXX-03)+ADVERTISEMENT TYPE INFORMATION (36dv15)

0120-XXX-XXX-04-12-34-44-88-66-04: NNN NOODLES (0120-XXX-XXX-04)+ADVERTISEMENT TYPE INFORMATION (43ew86)

8d

CONSTRUCTING TABLE FOR ADVERTISEMENT TYPE INFORMATION (FACSIMILE NUMBER)

045-XXX-XXX-00-10-30-40-22-44-00: ZZZ CONCERT (045-XXX-XXX-00)+ADVERTISEMENT TYPE INFORMATION (01ax24)

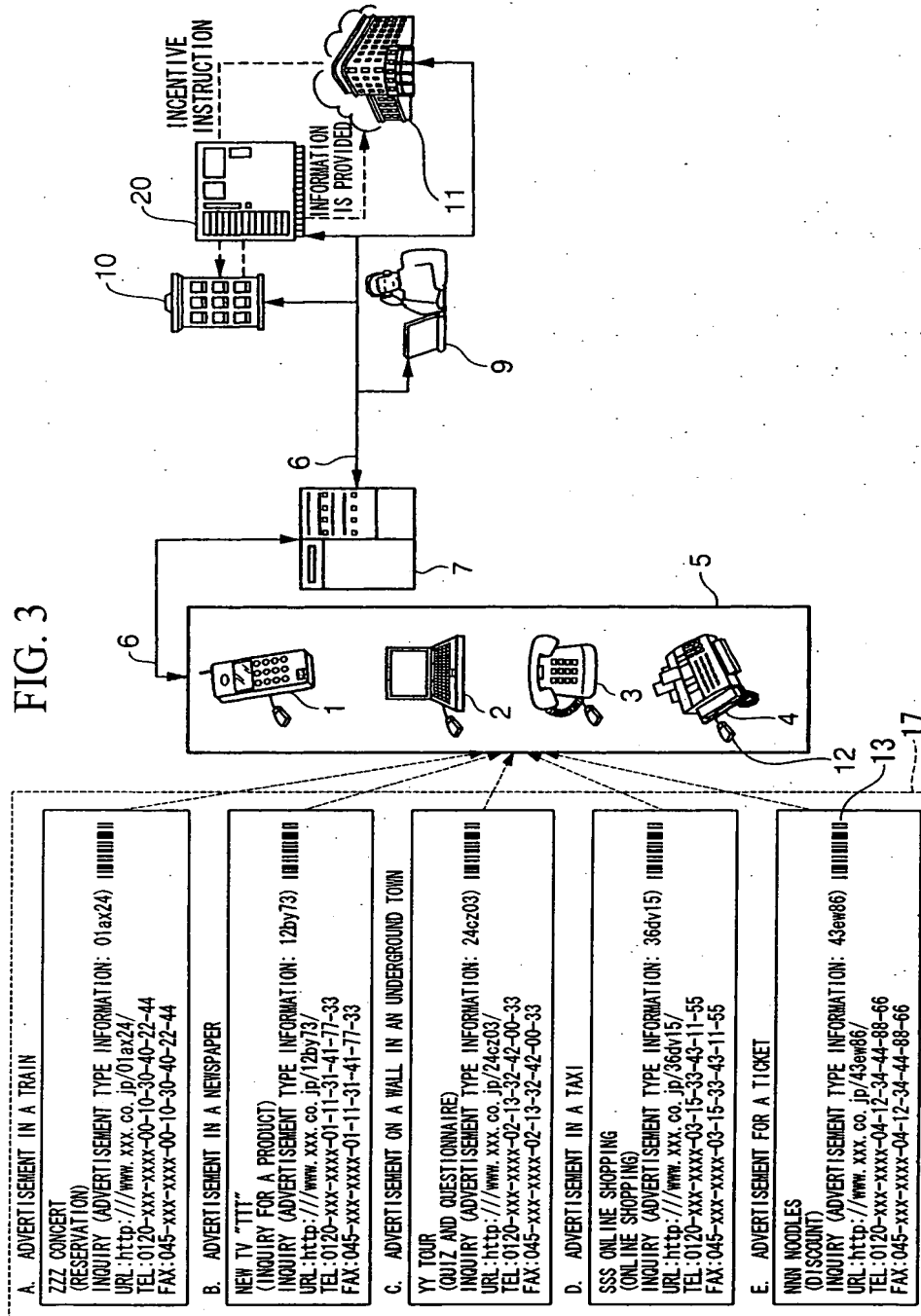
045-XXX-XXX-01-11-31-41-71-33-01: NEW TV TTT (045-XXX-XXX-01)+ADVERTISEMENT TYPE INFORMATION (12by73)

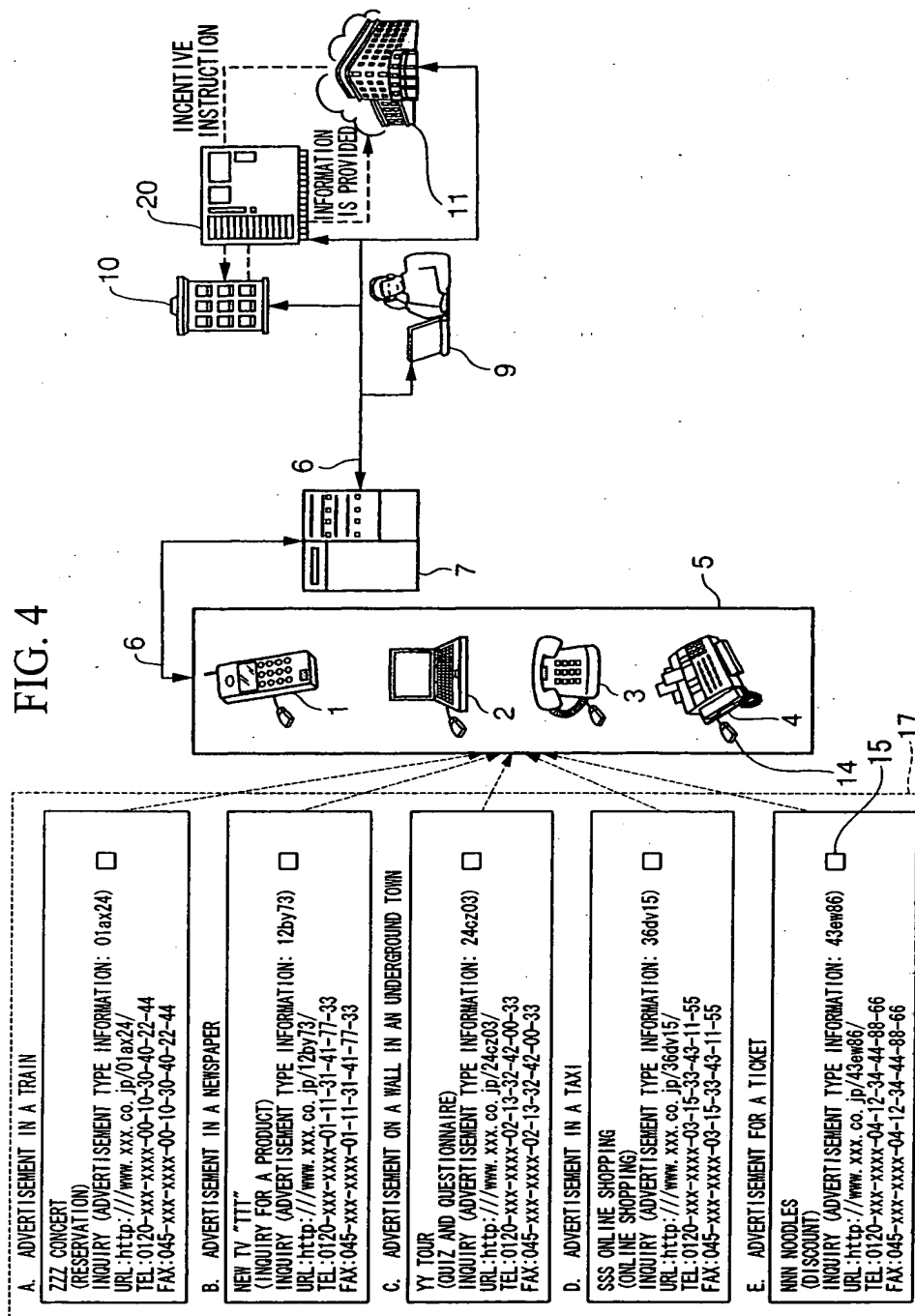
045-XXX-XXX-02-13-32-42-00-33-02: YY TOUR (045-XXX-XXX-02)+ADVERTISEMENT TYPE INFORMATION (24cz03)

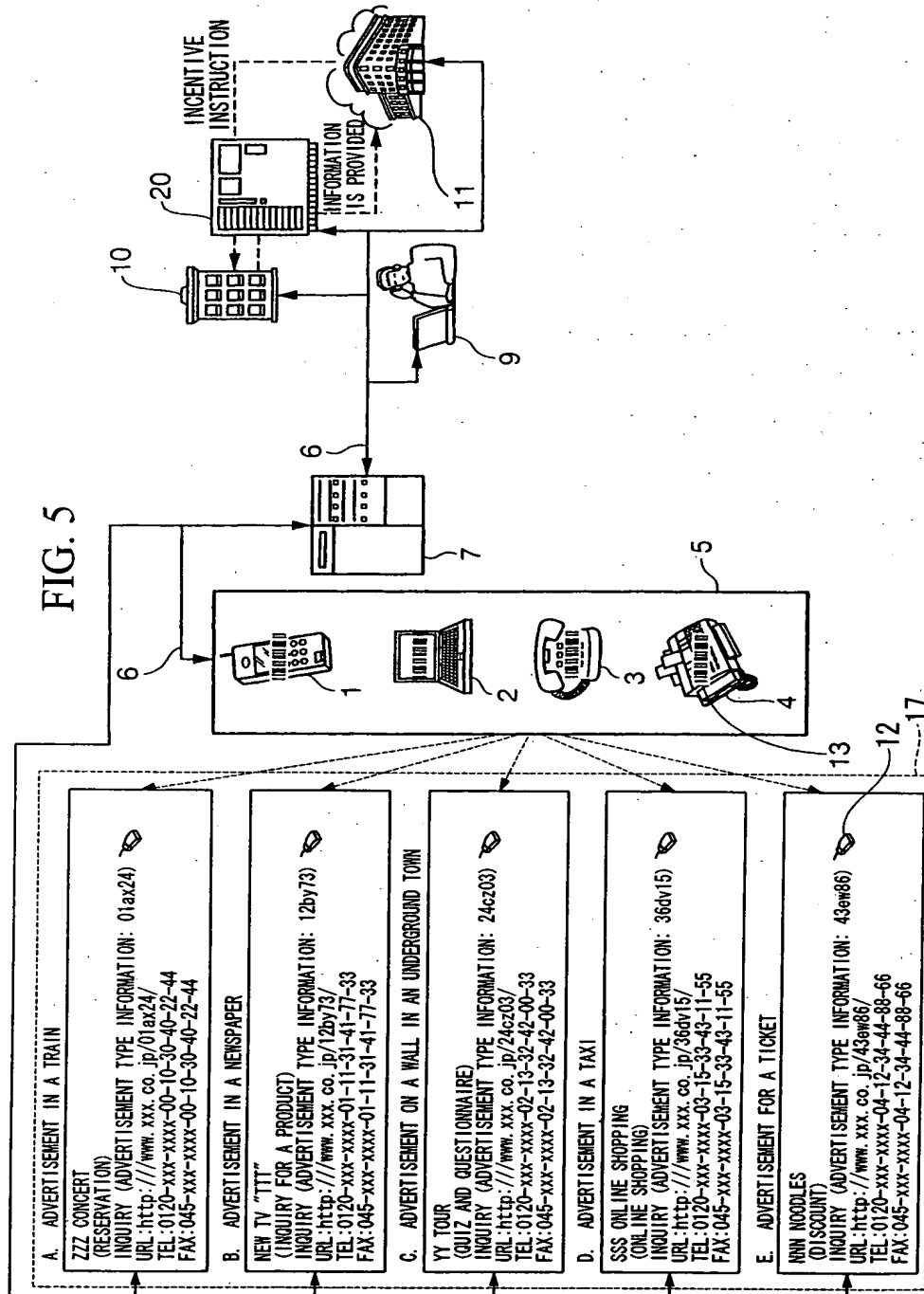
045-XXX-XXX-03-15-33-43-11-55-03: SSS ONLY SHOPPING (045-XXX-XXX-03)+ADVERTISEMENT TYPE INFORMATION (36dv15)

045-XXX-XXX-04-12-34-44-88-66-04: NNN NOODLES (045-XXX-XXX-04)+ADVERTISEMENT TYPE INFORMATION (43ew86)

3/7







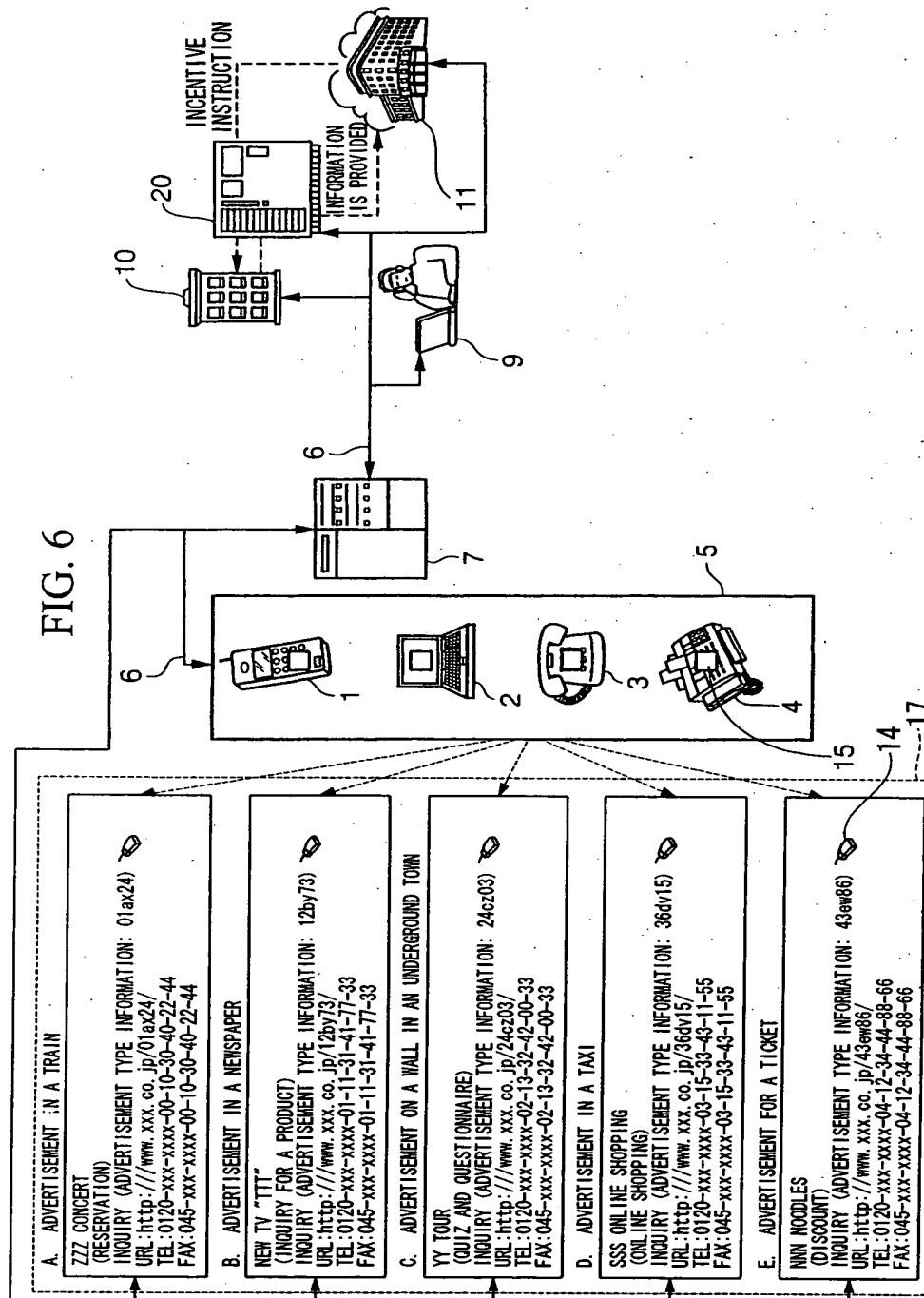


FIG. 7

